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*The Heart Trumps Data Every Time*



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# **Unleashing the Power of Storytelling (or Hypothesis: A Powerful Story is Worth 20 Pages of Data)**

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**“Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart. If you want to connect with your audience, tell them a story.”**

**--Andy Goodman**

## ***Why Does It Matter to Us?***

- 1. Better Funding for Research**
- 2. Continued Public Support for Earth Science**
- 3. Informed Decision Making**
- 4. Increased Public Awareness**
- 5. Increased Usage, Application and Currency of Research**



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**A Good Story Is:**

**Human**

**Personal**

**Simple**

**Memorable**

**Passionate**



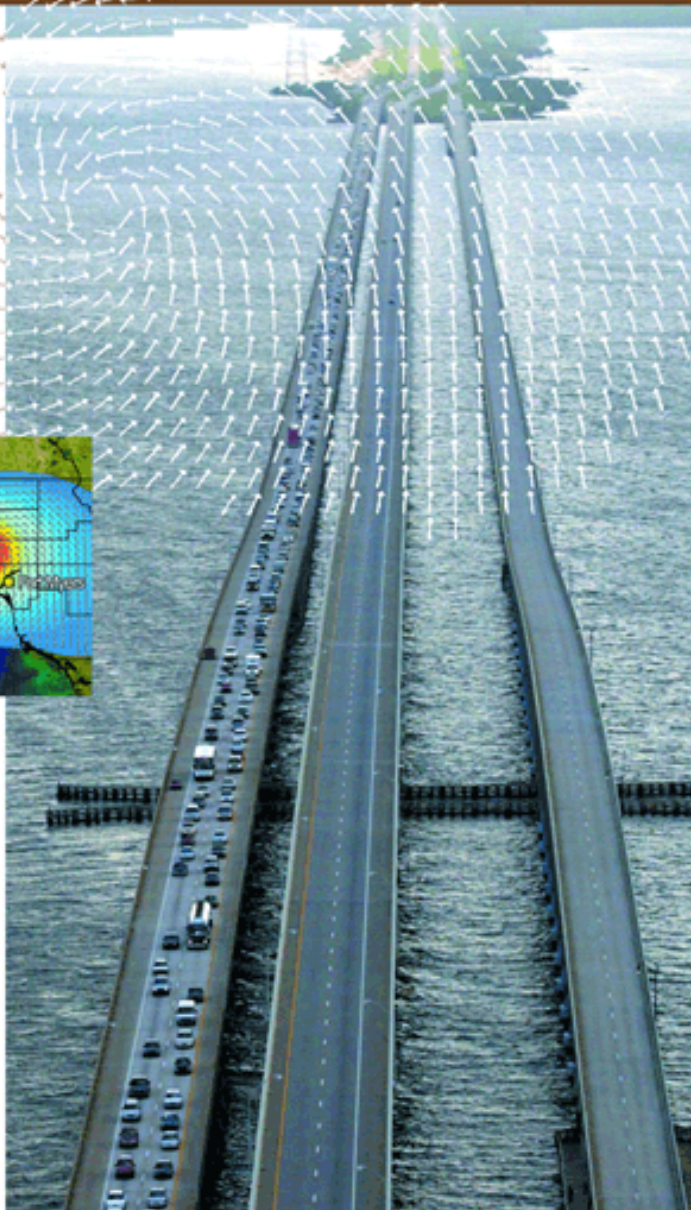
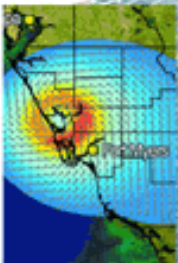


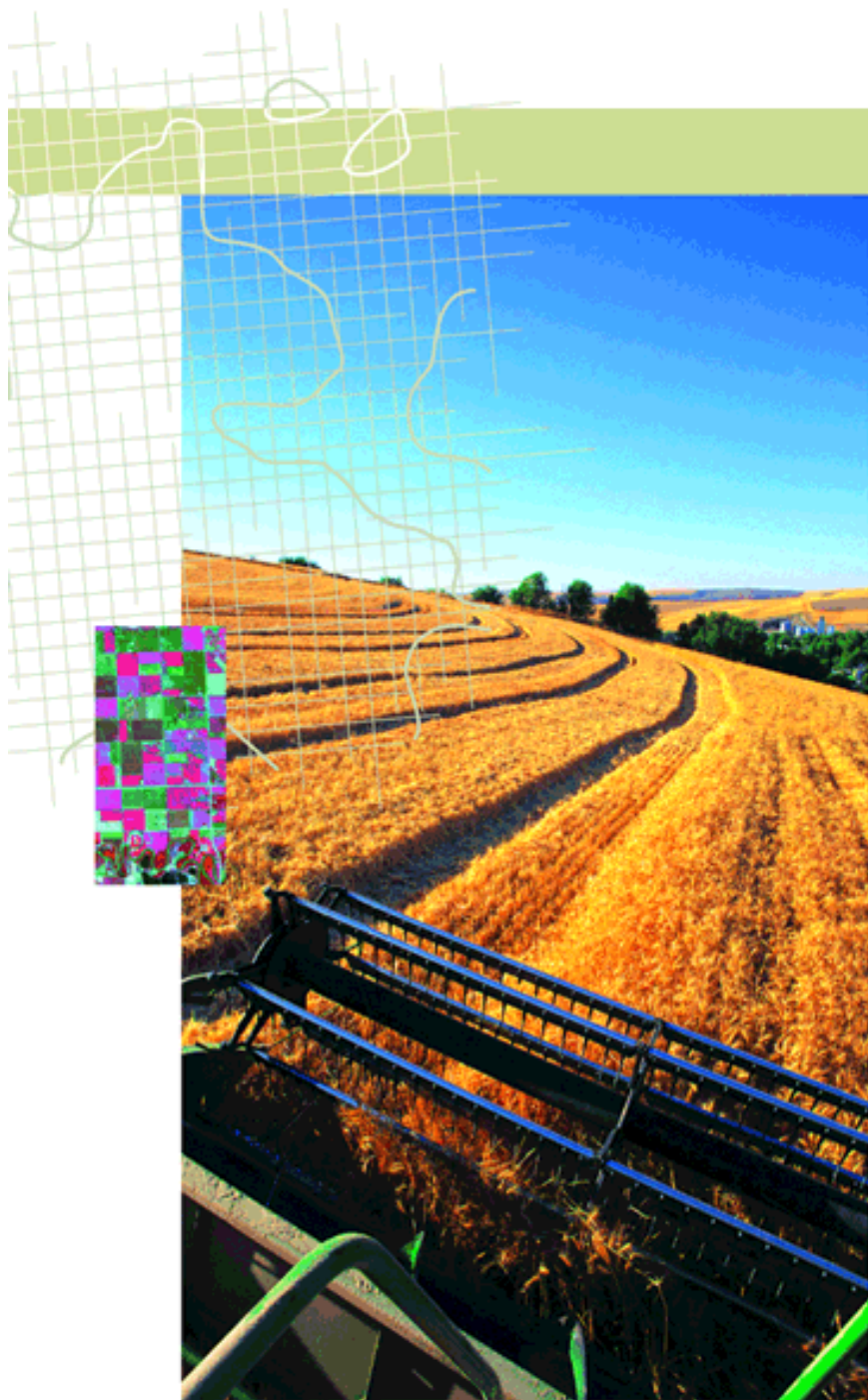
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## Storytelling is *human*

- Consider your audience and what they care about
- Demonstrate human impact





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**Storytelling is *personal***  
**People connect to people**



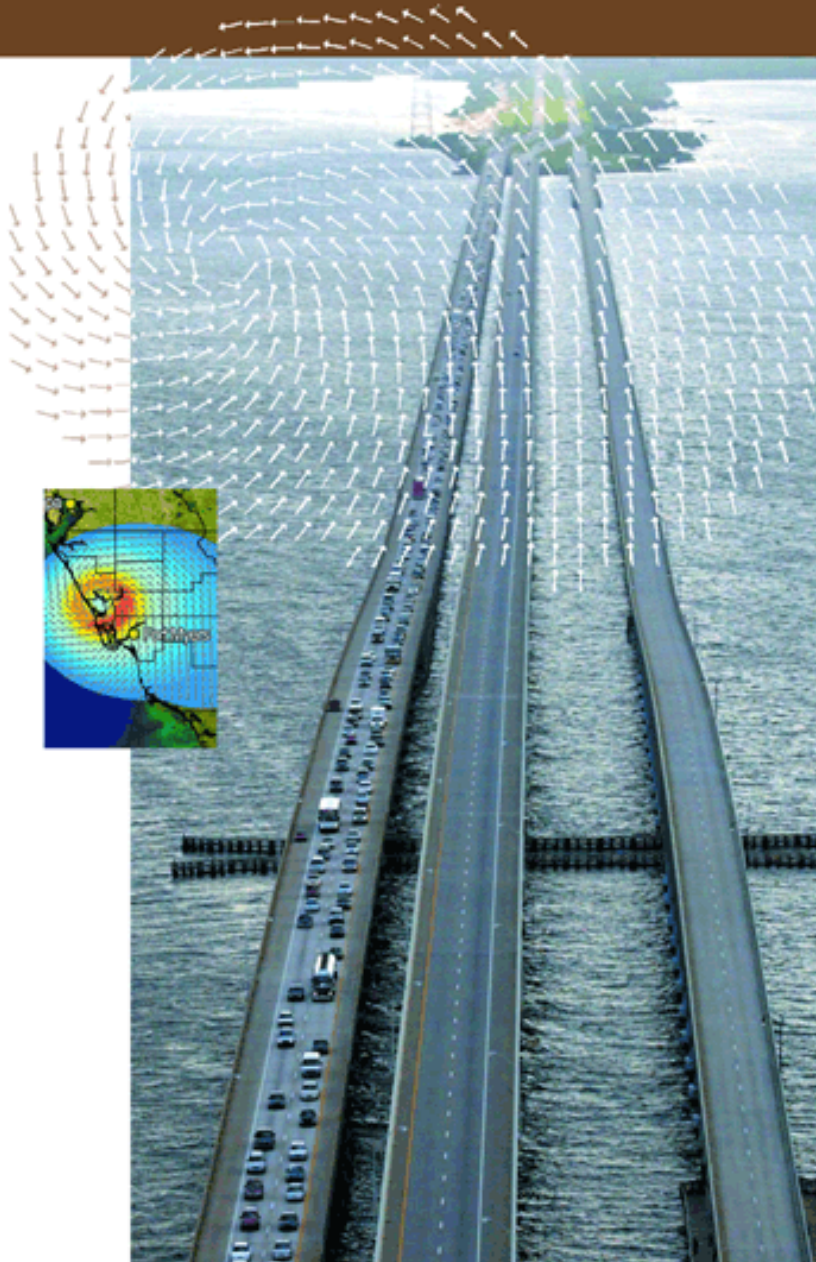


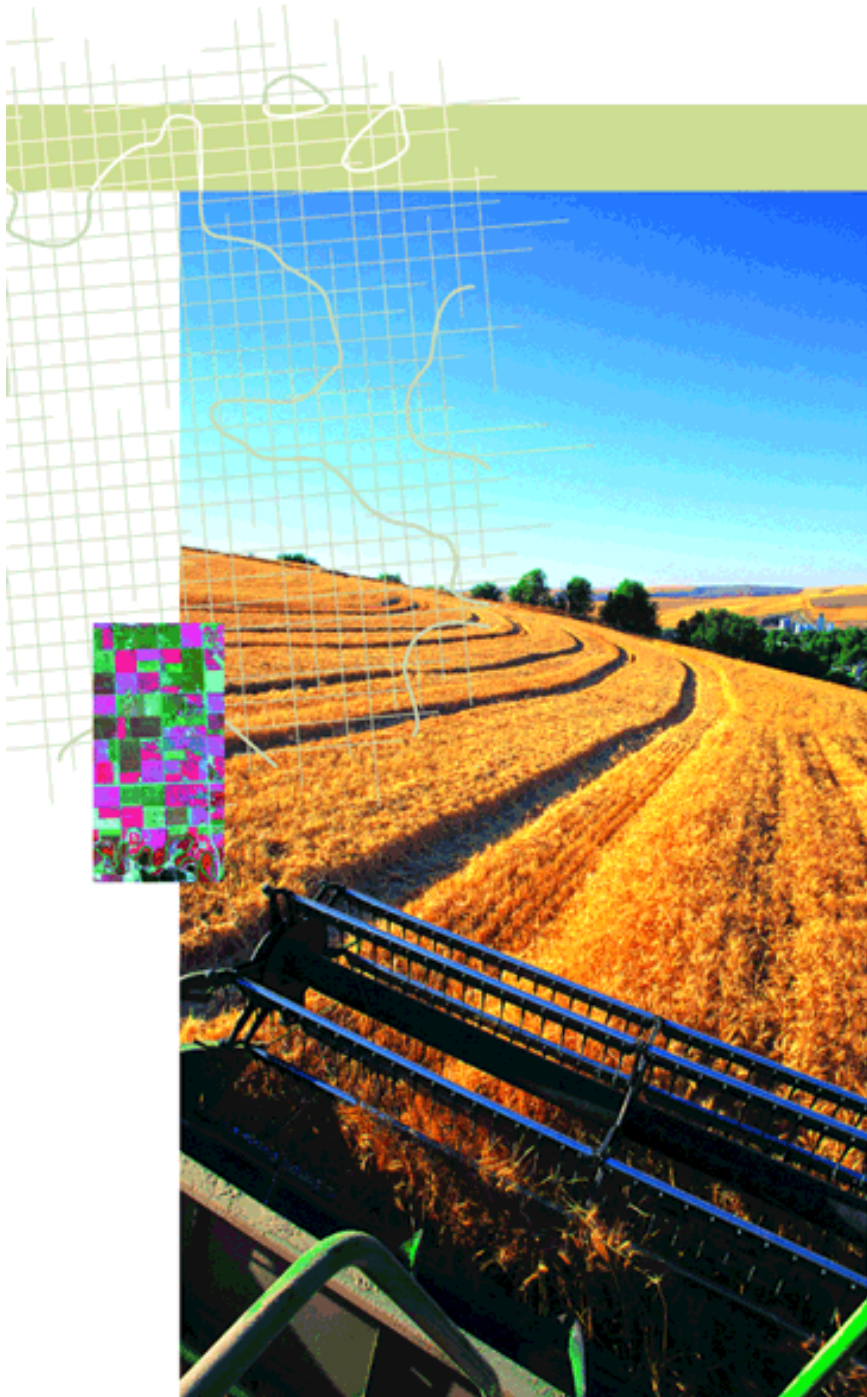
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## Storytelling is *simple*

- A good story is easy to tell and to share
- It's focused





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## Storytelling is *memorable*

- Use powerful analogies, metaphors and imagery that help your audience remember
- Engage and activate your audience
- Use examples



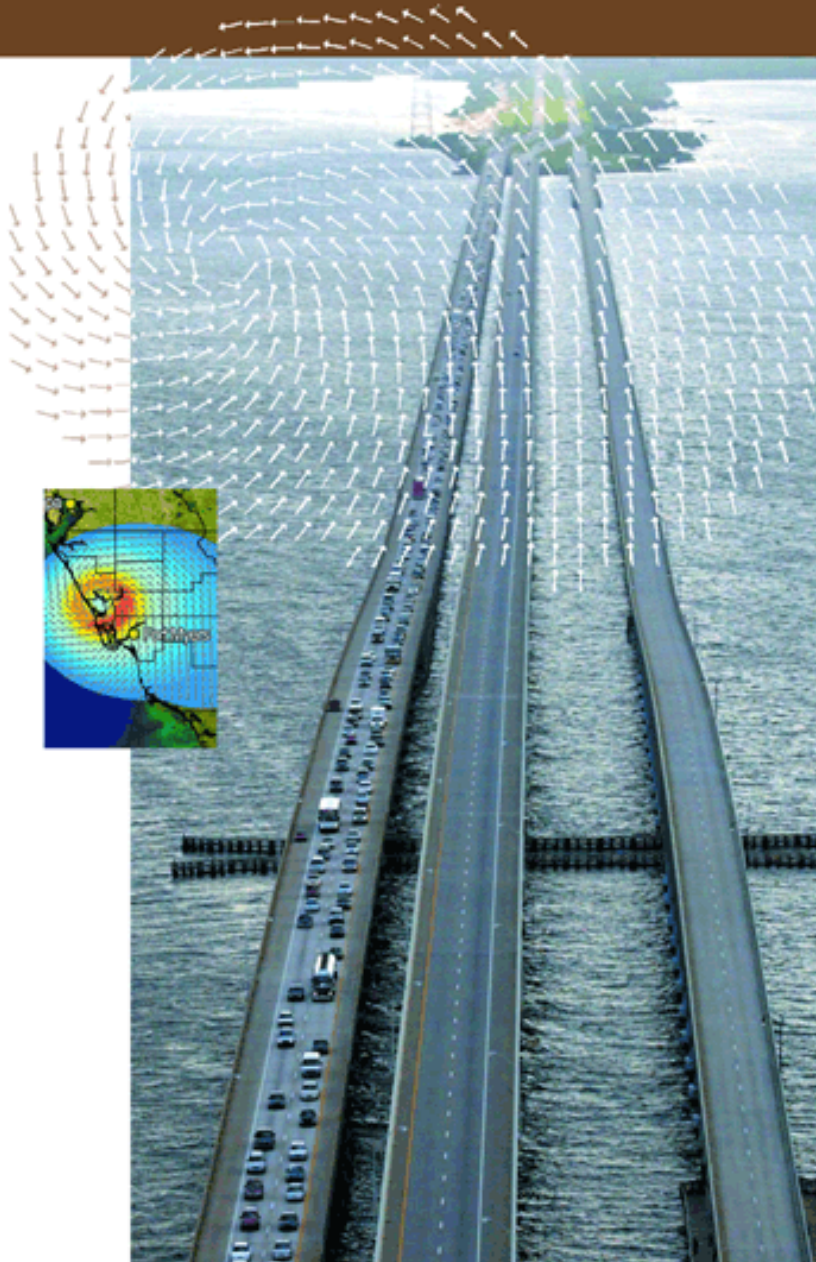


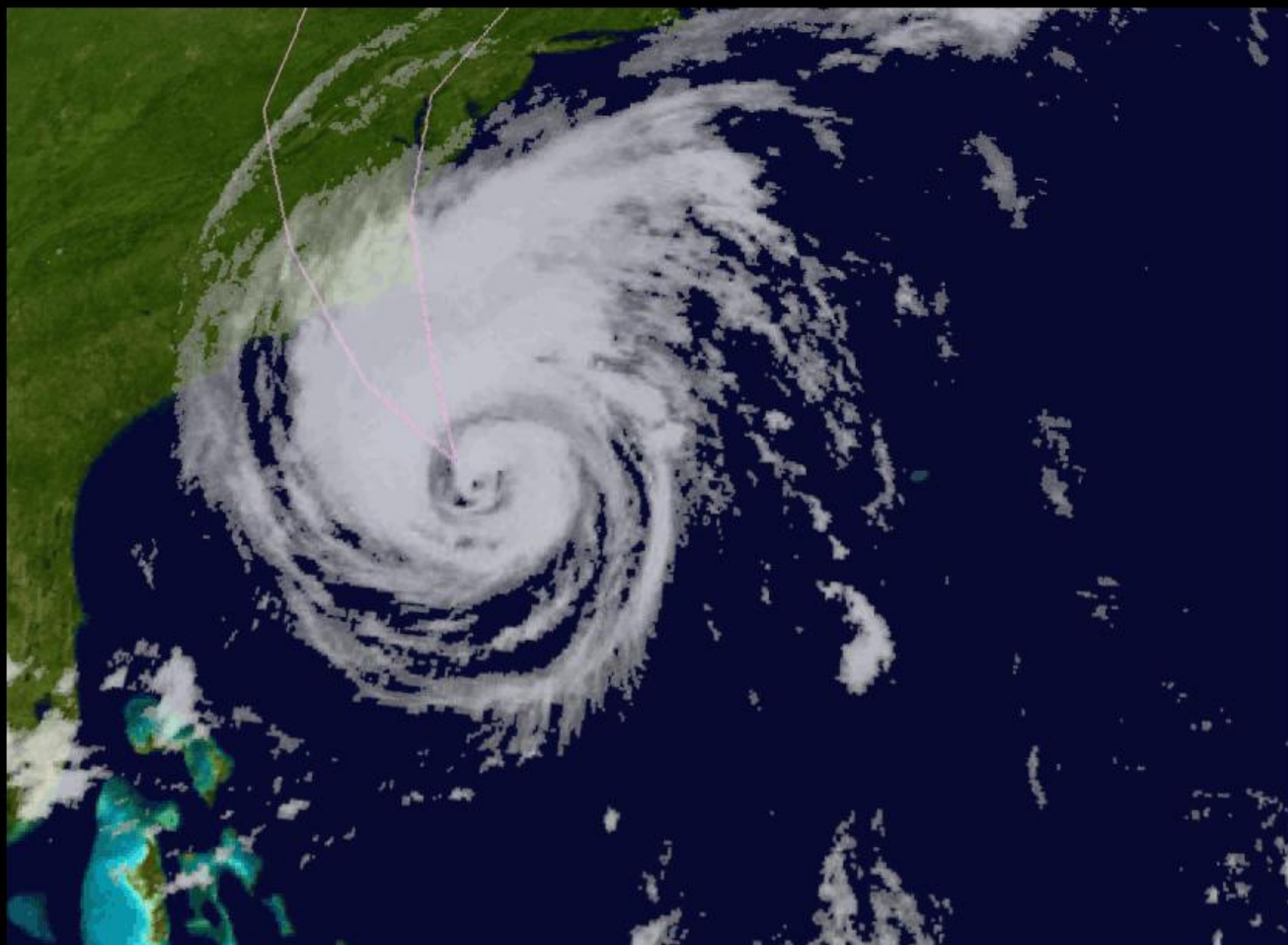
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Storytelling is *passionate*

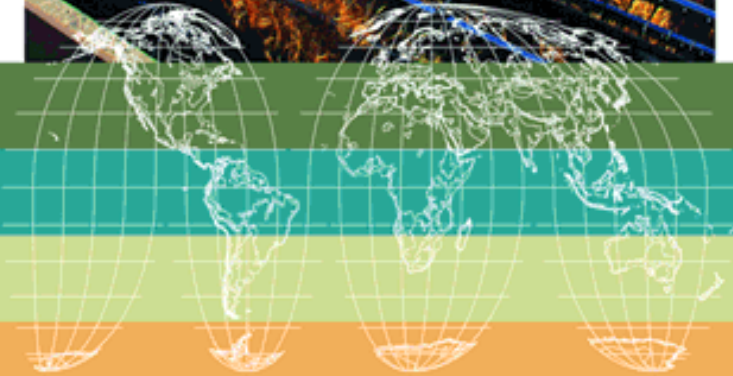
- Base it on what you are  
authentically passionate about







Now, it's your turn to go  
out and tell *your* story!



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